

# Recession Proof your Organization through the use of Employee Surveys

By Elaine Strothers

The quality of an organization is, to a large degree, determined by the quality of people it employees (Robbins 184). Successful performance, for many organizations, depends on finding the best people to perform assigned tasks that ultimately lead to the company's strategic goals. Human resource management decisions and methods are critical to ensuring that the organization hires and keeps the right personnel (Robbins 184).

Finding the right people and developing specific methods that focus on employee needs are steps organizations are taking to ensure their longevity and success. Yet, organizations are finding it increasingly difficult to maintain profit margins, yet alone maintain the happiness of their employees during times of economic recession.

While many organizations are cutting departments and trimming expenses it should be noted that one expense that should stand the test of economic transitory is the cost of implementing employee surveys. Surveys dedicated to the welfare of employees and the business are required for sustained organizational growth. Specifically, an organization can recession proof their business through the use of employee surveys.

## ***How, you may ask, can employee survey recession proof an organization?***

1. Employee surveys save organizations money through decreased compensation

The goal of employee surveys is to obtain honest feedback that can be translated into identifiable action steps to prolong the workforce and success of the organization. If questions

are posed about job satisfaction and actions steps are taken to increase job satisfaction of the workforce, employees are happy and are willing to stay. Toby Velt, Former CEO of FireSummit, Inc. realized that compensation was not the sole determinant as to why his employees stayed with his company. Velt paid his workers 15% less than his competitors but it was the actions steps he took to secure happiness in the office. He provided game rooms, free soda and sessions devoted to network gaming (NBRI, Why conduct employee surveys?). Identifying other avenues to increase job satisfaction through the use of job satisfaction surveys gives your company an advantage over competitors.

## 2. Employee surveys save organizations money through decreased turnover

It is no surprise that turnover eats away at organizations profits. If employees are happy and stay loyal to an organization, the cost of turnover reduces dramatically. Turnover estimates 150% of an employee's yearly salary (NBRI, Why conduct employee surveys?). If people are unhappy at work it would be no surprise that they are looking for another employer during your organizations production time. New hire surveys and employee engagement surveys provide much needed information on the specific factors that may impact turnover.

## 3. Employee surveys create feelings of value

At times of economic downturn one of the first items on many organizations' to do list is layoffs. This gives the workforce the idea that they are expendable (Stringer, 7 common misconceptions employees have about their employees). Once an employee feels this way, production decreases and creativity decreases. This affects not only other co-workers but this non-productive behavior

translates into decreased customer service and decreased production which lead to decreased profits to the bottom line. Employee opinion surveys allow organizations to tap into the perceptions of their workforce. Understanding the current beliefs of employee job-related activities provides organizations with the information to identify opportunities to save.

#### 4. Employee surveys can ward off potential law suits

An abusive work environment is not a productive one. Administering a 360 employee survey can provide information about problems with a supervisor or other co-workers. Identifying these problems early and internally can result in legal cost savings. It is no surprise that law suits during an economic recession would be terrible for an organization to bare financially (NBRI, Surveys may head off potential suits if the boss is bad, survey the situation).

#### 5. Employee surveys can fight employee burnout

Surveying employees is a necessary step to identify problems, gaps in intended processes, and opportunities for business improvements. However, it can also provide information as to how burned out, your employees actually are. Burned out employees can result in increased vacation time, increase use of sick time, personal time and just plain absent to work—all of which effects productivity in an already stagnate business economy (Detwiler, 2008). Organizations can increase retention and decrease burnout by implementing an employee satisfaction/opinion survey. Asking questions about the causes of burnout, organizations can take actions steps as to ward off this problem.

Resources and staffing are the building blocks to success of any corporation, big or small. The ability to staff a company with the most competent and qualified employees is one that comes through time, experience, and trial and error. Once a company is solidified with a plethora of quality working employees, and an efficient human resources/hiring staff, the only thing left to worry about is keeping these employees happy, and increasing productivity. Yet, the ability to staff and maintain a happy and productive work environment is crucial in already recession laden economy. Implementing surveys directed at employees is a sure-fire-way to recession proof your organization.

## References

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